

# Lily Pillsbury

Digital marketing professional with 5 years of experience combining creativity and data-driven strategy to drive brand growth. Specializes in SEO/AIO, social media management and design, content strategy, and multi-channel campaigns, with a proven ability to deliver measurable results and lead teams effectively.

## EXPERIENCE

### **Boston Web Marketing, Boston, MA**

Supervisor — *September 2025 - Present*

Senior Account Manager — *August 2022 - September 2025*

SEO Specialist — *August 2021 - August 2022*

Lead SEO strategy and content development for 15+ clients, driving an average 20% year-over-year increase in overall traffic.

Manage content development across digital platforms, including AIO/SEO-optimized blog content and high-converting landing pages.

Create and oversee social media content across channels, from in-feed static posts to Instagram Reels and Meta ad creatives.

### **Colette Phillips Communications, Boston, MA**

Digital Marketing Coordinator — *March 2021 - August 2021*

Social Media and Public Relations Intern — *December 2020 - March 2021*

Managed social media and email marketing campaigns, doubling the organization's online audience within six months.

Coordinated, promoted, and executed major events, driving a 35% increase in event engagement through targeted digital campaigns.

Produced high-impact marketing assets, including infographics, PowerPoint presentations, and landing pages, to improve brand visibility.

## EDUCATION

### **Clark University, Worcester, MA**

*Masters of Science of Professional Communications*

May 2020 - May 2021

### **Clark University, Worcester, MA**

*Bachelor of Arts in International Development*

August 2016 - May 2020

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## SKILLS

Content Strategy & Development

Social Media Strategy & Management

Content Management Systems

Website Maintenance

SEO & AIO Optimization

Client & Account Management

Email Marketing & Automation

Project Management

Brand Audits & Data Analysis

Google Analytics & Google Search Console

Paid Advertising & Campaign Management